



Narragansett Council

2016 Popcorn Sale





2016 Trail's End Fall Kick-Off Agenda

- Planning out your “Ideal Year of Scouting”
 - Building the **Plan**
 - Funding the Scout’s **Dreams**
 - Setting and reaching your **Goals**
- Steps to a successful Unit **Kick-off**
- Delivering the message to your Scouts and parents
- Motivating the Scouts
- Sale details
 - Products
 - Incentives
 - Commission
- All **“NEW”** technology
 - Digital App
 - Online Selling



The Ideal Year of Scouting



“Ideal Year of Scouting”

It is our goal to be able to provide a year round quality Scouting program through proper planning, budgeting, and goal setting to insure we are helping provide Scouts an

“Experience Of A Lifetime”

“Ideal Year of Scouting”

- Why did **you** get involved in Scouting?
- What do Scouts want to do?



“Ideal Year of Scouting”

- Plan our your Unit’s program year.
- Get the Scouts engaged. It’s **THEIR** program
- Determine the **budget** for the year.
- Set the **goal** for the Unit and each Scout.
- Have a well thought out **communication** plan.
- Earn the desired funds needed from **one** fundraiser.
- Enjoy the activities planned and **HAVE FUN**



Planning The Ideal Year

Planning

- List all the activities that the Scouts want to participate in for the next 12 months.
 - Be sure to include summer camp.
- Get parental input on some of the activities the unit should be participating in.
- Be sure to include traditional Scouting and local events.
- Work with your District Executive and key volunteers to insure you are capturing all Scouting activities within the district and/or council
- Don't be afraid to "Think Outside The Box"
- Plan the activities that the **SCOUTS** want to do!



Planning



- Camping
- Deep sea fishing
- White water rafting
- BB Guns
- Archery
- Kayaking
- Mountain biking
- Going to a professional baseball game
- Attend Sea Base
- Go to the World Jamboree
- Skiing in Colorado
- Snorkeling
- Hike the Grand Canyon
- Go to Disney World
- Go to Super Bowl 51
- Hike the Appalachian Trail
- Pinewood Derby
- Camping in New England in the fall
- Stay over on a Battleship
- Minor league baseball sleepover
- Go to Philmont
- Zip lining



What Is Your Unit's Budget?

Budgeting

- Determine the items that the unit will do this program year and when each event will take place during the calendar year.
- Calculate the cost for each item you plan on doing. Base it off of all Scouts participating.
 - Allow some buffer for unexpected costs.
- Leaders (with help from older Scouts) determine the overall unit budget for the program year
- Prepare the final budget to present to all Scouts and their parents at the unit program kick off



September		October		November	
Activities	Cost	Activities	Cost	Activities	Cost
Popcorn Carnival	\$500.00	Halloween Party	\$275.00	Pack Award Banquet	\$250.00
First Pack meeting of the new season		Camping	\$250.00		
Total Cost	\$500.00	Total Cost	\$525.00	Total Cost	\$250.00

December		January		February	
Activities	Cost	Activities	Cost	Activities	Cost
Holiday Party	\$750.00	Pinewood Derby Pit Night	\$75.00	Blue & Gold Banquet	\$2,500.00
Total Cost	\$750.00	Total Cost	\$75.00	Total Cost	\$2,500.00

March		April		May	
Activities	Cost	Activities	Cost	Activities	Cost
Spring Banquet/ Crossover ceremony	\$150.00	Bowling	\$75.00	Spring Camporee	\$250.00
				Memorial Day Parade (snacks/water)	\$100.00
Total Cost	\$150.00	Total Cost	\$75.00	Total Cost	\$350.00

June		July		August	
Activities	Cost	Activities	Cost	Activities	Cost
Graduation Camping Picnic	\$300.00 \$50.00	Pool Party	\$150.00	Summer Picnic	\$125.00
		Blue Claws Game	\$300.00		
Total Cost	\$350.00	Total Cost	\$450.00	Total Cost	\$125.00

For budget planning tools please visit
www.scouting.org and www.trails-end.com

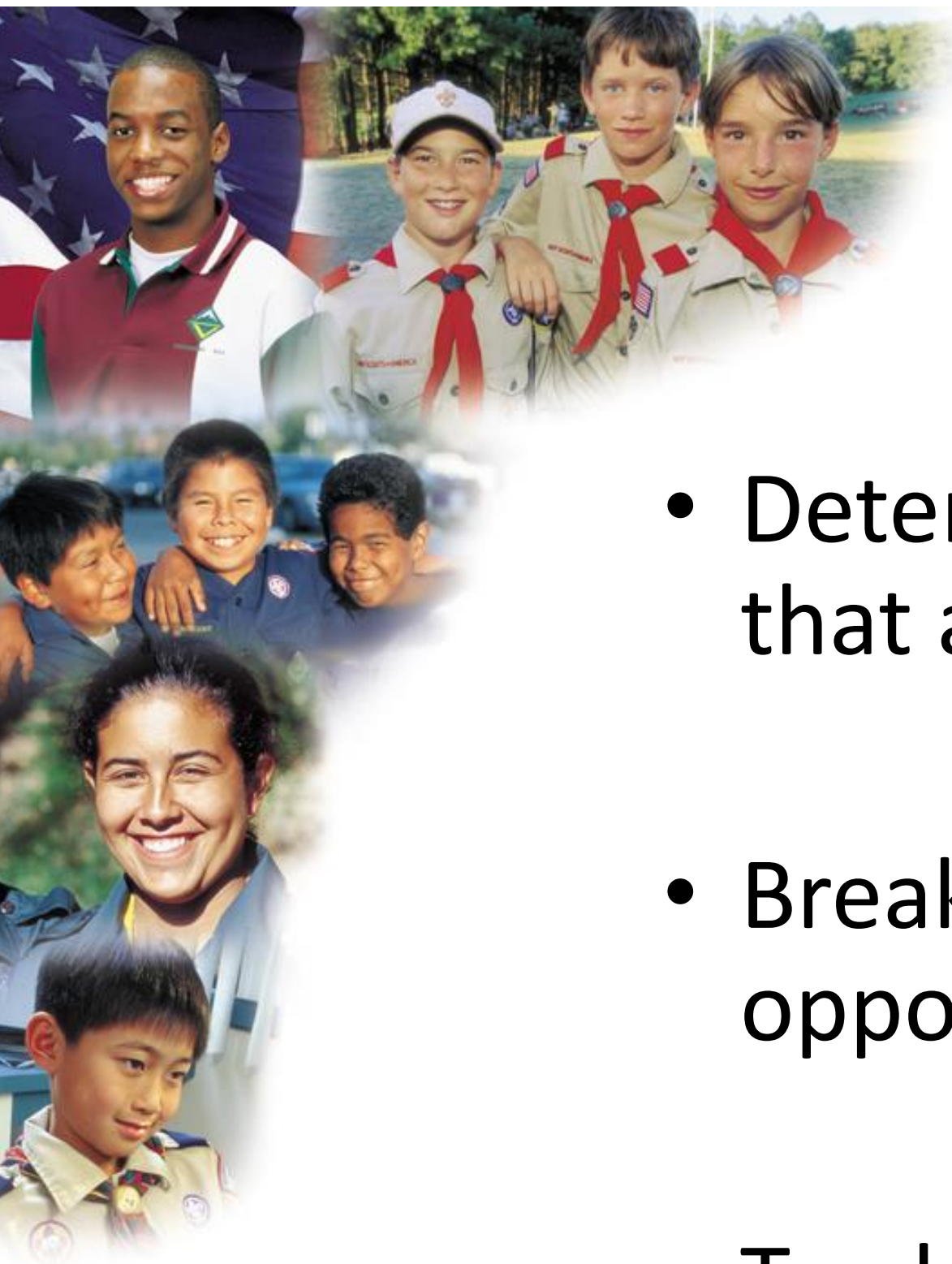
Total Activities Costs	\$6,100
Other Unit Expenses	\$500
TOTAL BUDGET NEED	\$6,600

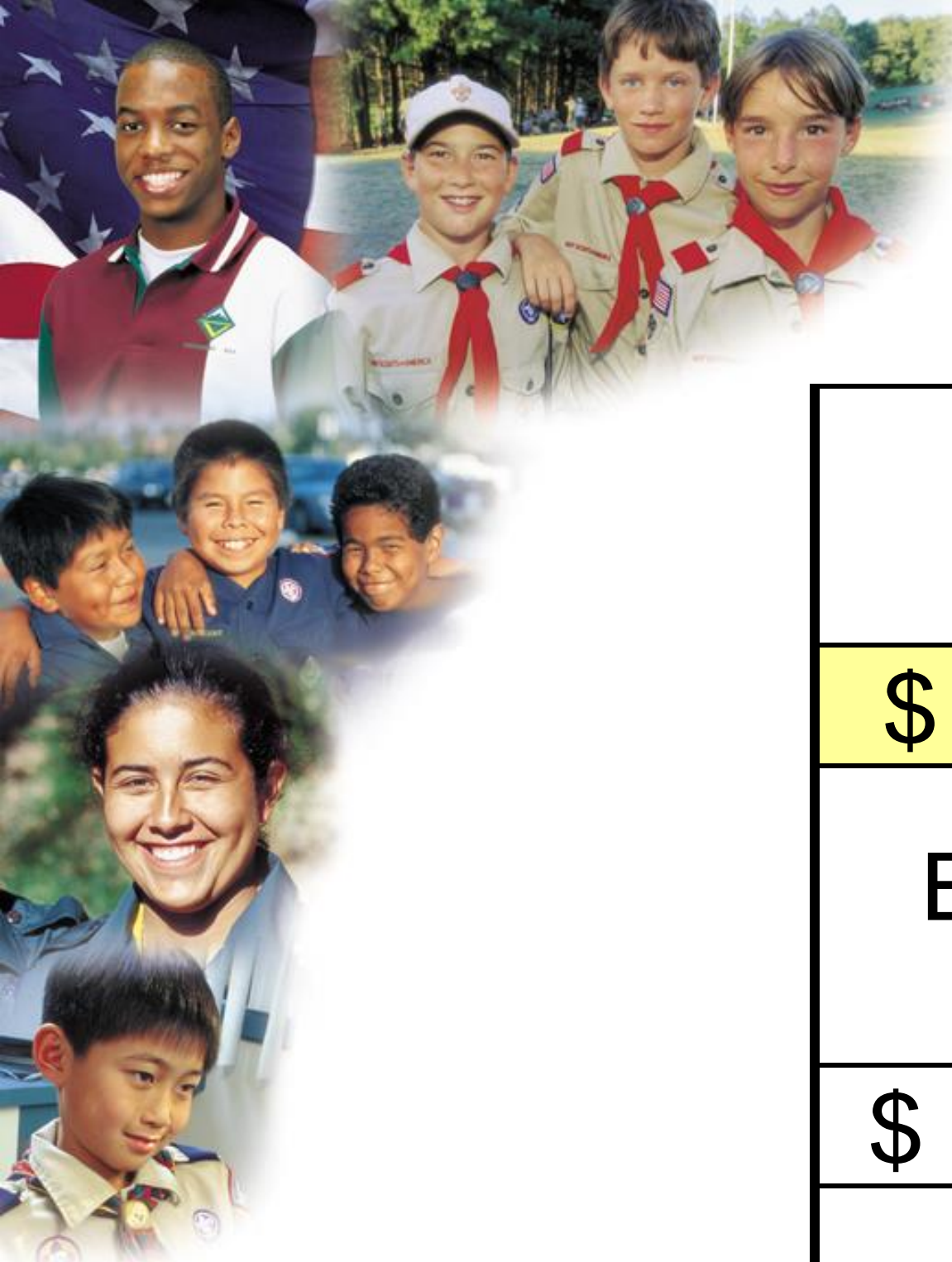


Determine The Sales Goal

Goal Setting

- Determine the overall fundraising goal for the unit based upon all the items that are budgeted
- Break the goal down to an individual Scout goal. Scouts should have the opportunity to earn his own way.
- Track progress for each Scout so they know how much they've earned towards paying their own way.
- Units and Scouts that set goals will typically sell twice as much popcorn as units and Scouts without goals.

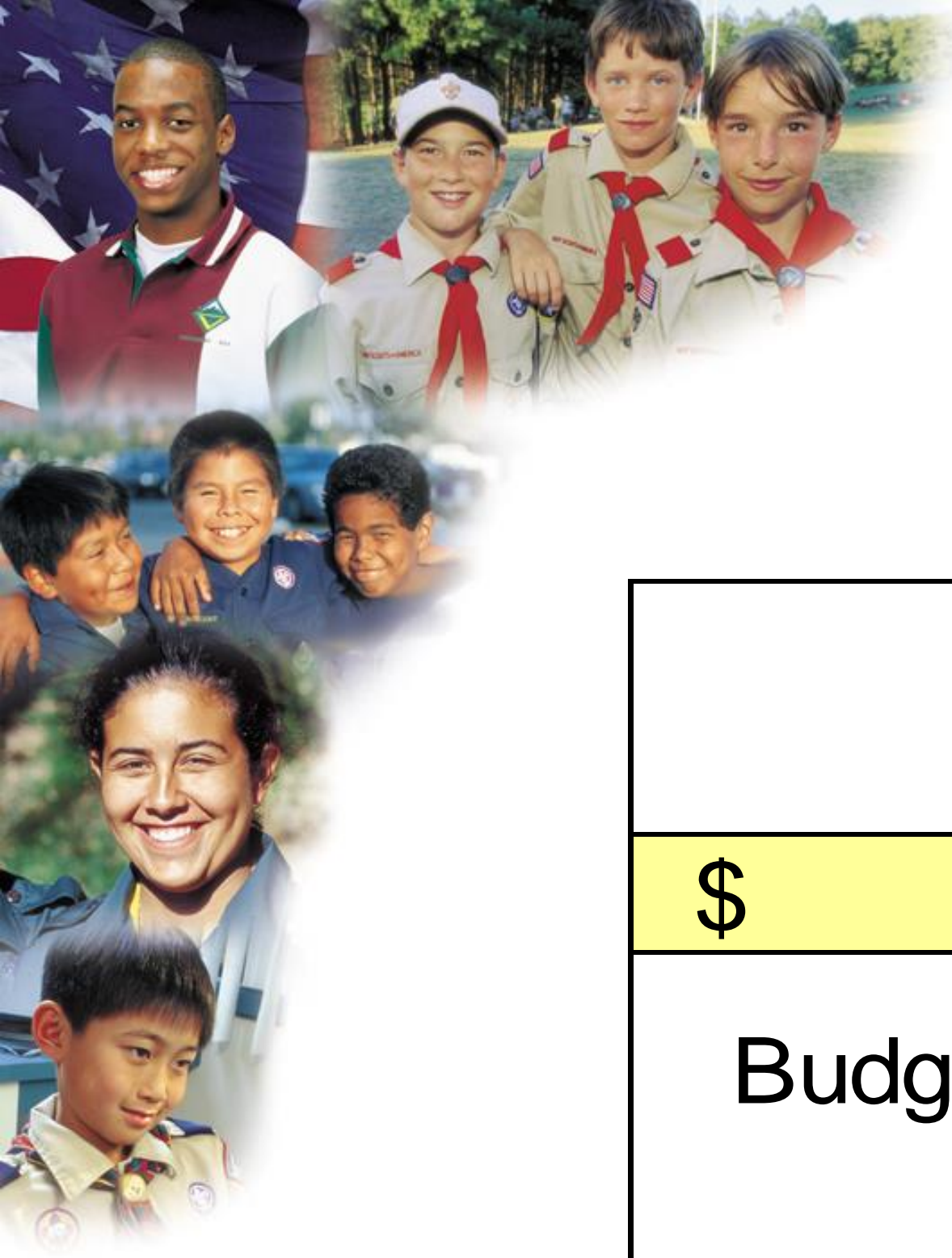




Ideal Year of Scouting

Sales Goal Worksheet			
\$ 6,600	/	35%	= \$ 18,857
Budget Goal		Unit Commission	Unit Sales Goal
\$ 18,857	/	30	= \$ 629
Sales Goal		Number of Scouts	Scout Goal
\$ 629	/	\$ 18.00	= 35
Scout Goal		Avg. Price per Container	Container Goal

Enter Data

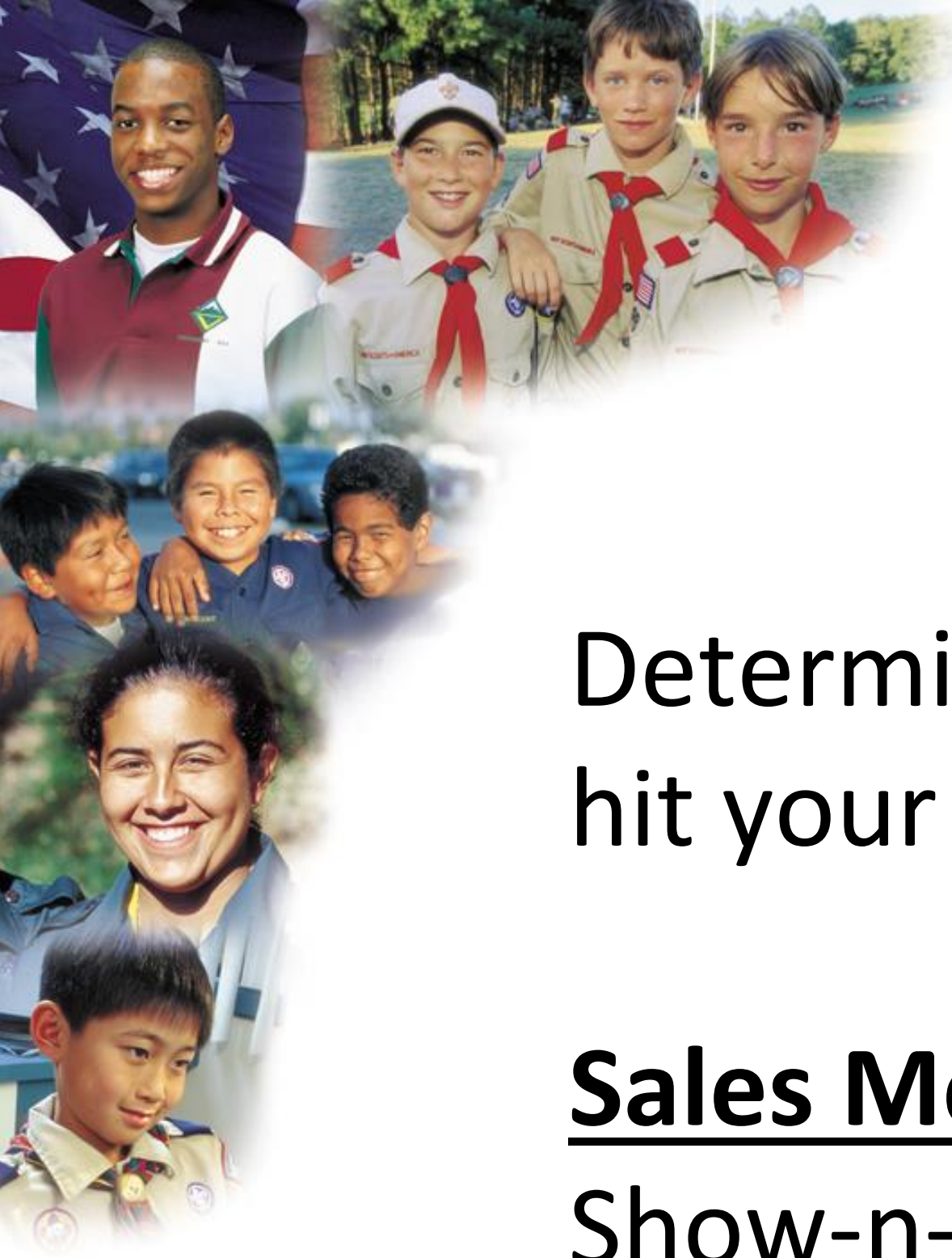


Ideal Year of Scouting

Paying for Summer Camp				
\$ 185	/	35%	=	\$ 529
Budget Goal		Unit Commission		Scout Sales Goal
\$ 529	/	\$ 18.00	=	29
Scout Goal		Avg. Price per Container		Container Goal

Enter Data

Cub Day Camp early bird rate: \$185



Goal Setting



Determine how much you should sell using each sales method in order to hit your desired sales goal. **Example: \$1,000**

Sales Method

Show-n-Sell: \$250

Take Order: \$650

Online Sales: \$100

Reaching the Goal

About 2 hours of selling

Approximately 32 sales or asking 48 people
(Two out of three people when asked, will buy)

About 3 sales, average person spends \$48
(70% success rate on emails sent)



Unit Program Kick-Off



- This is often the first gathering of the new program year for Scouts and parents, so **MAKE IT A FUN EVENT!**
 - Conduct games, have snacks, offer door prizes, etc.
- Review all the activities planned for the upcoming program year.
- Review the costs for every activity and the cost for the year.
- Review the sales goal for every Scout and demonstrate how a **Scout can earn his own way.**
- Review the different selling methods
 - Show-n-Sell
 - Take Order
 - Online selling
- Review the safety tips

Please visit www.trails-end.com for sample videos and a leaders guide to a successful kick-off



What Are

The Barriers

With The Scout Parents?

Message To Scout Families

- No out of pocket expense to enjoy 12 months of Scouting activities.
- Do one fundraiser a year and spend more time enjoying Scouting.
- Gives Scouts the opportunity to:
 - Earn their own way
 - Learn life lessons and responsibility
- All Scouts get to enjoy your Unit's program.
- Scouts are able to live their dreams
- Consumers are more motivated to purchase based upon the cause.
- **What are we selling?**



We Are Selling ADVENTURES!



Consumers are 2X more likely to support a cause they believe in.



2016 Product Line Up

DO YOU HAVE AN APPETITE FOR ADVENTURE?

Click on Tools to convert files to PDF.



YOUR PURCHASE PUTS MORE "POP" IN LOCAL SCOUTING.

My name is _____

I'm fundraising to have exciting and fun adventures in Scouting!

If you love your purchase, you can continue to support me online. Find me online at www.trails-end.com.

Online Scout ID _____



\$25 **Chocolatey Caramel Crunch** 18 oz.
Sweet crunchy caramel corn in a creamy chocolatey coating.
Over **\$18.00** to local Scouting

\$25 **Classic Trail Mix** 36 oz.
A delectable blend of peanuts, M&M candies, raisins, almonds and cashews.
Over **\$18.00** to local Scouting

\$20 **Premium Caramel Corn** 36 oz.
with Almonds, Cashews & Pecans
A delectable gourmet caramel treat loaded with almonds, cashews and pecans.
Over **\$14.00** to local Scouting

\$55 **Chocolate Lover's Collection**
• White Chocolatey Pretzels 17oz.
• Milk Chocolatey Pretzels 17oz.
• Chocolatey Caramel Crunch™ 15oz.
• Chocolatey Caramel Crunch™ 15oz.
Over **\$30.00** to local Scouting
Comes in a gift box

\$15 **Jalapeño Cheddar Cheese** 5.25 oz.
Crispy cheese popcorn with a spicy punch of jalapeño.
Over **\$11.00** to local Scouting

\$15 **White Cheddar Cheese Corn** 5.25 oz.
The perfect combination of light, crispy popcorn and rich white cheddar cheese.
Over **\$11.00** to local Scouting

\$10 **Classic Caramel Corn** 36 oz.
A traditional favorite. Our Classic Caramel Corn is full of rich caramel flavor.
Over **\$7.00** to local Scouting

\$40 **Sweet & Savory Collection**
• Butter Toffee Caramel Corn 20oz.
• White Cheddar Cheese Corn 5oz.
• Chocolatey Caramel Crunch™ 15oz.
Over **\$27.00** to local Scouting
Comes in a gift box

\$30 **Cheese Lover's Collection**
• White Cheddar Cheese Corn 5oz.
• White Cheddar Cheese Corn 5oz.
• Jalapeño Cheddar Cheese 5oz.
Over **\$20.00** to local Scouting
Comes in a gift box

\$10 **Popping Corn** 30 oz.
Trail's End's plain kernels for those who like to make popcorn from scratch.
Over **\$7.00** to local Scouting

STAY ON TRACK FOR COLLEGE.
Sell **\$2,500** in any calendar year and receive **6%** of your total sales invested in your own Trail's End Scholarship account.
Once verified, 6% of your sales each year will be added to your account. You only have to hit the \$2,500 minimum one time. Online sales count!

POPCORN FOR OUR TROOPS
Donate a gift of popcorn for our military men and women, their families, and veterans' organizations.

\$50 **Gold Donation**
Over **\$35.00** to local Scouting

\$30 **Silver Donation**
Over **\$21.00** to local Scouting

\$20 **Unbelievable Butter™ Microwave** 18-Pack
A customer favorite with more buttery flavor than ever before.
Over **\$14.00** to local Scouting

\$20 **Butter Light Microwave** 18-Pack
Our lightest butter popcorn with new and improved flavor.
Over **\$14.00** to local Scouting

Order anytime at Trails-end.com. Online ordering gives you exclusive access to new Trail's End products including Chocolates, Nuts, and Coffee.

The USA corporate logo (Star-de-Us with eagle), the trade dress of the Cub Scouting and Boy Scouting uniforms, and the emblems and badges of rank (Stem) are trademarks of the Boy Scouts of America. Used with permission.
*Notas the white trail's End product line, an average of 12% goes to local Scouting.
All products, except Microwave Popcorn (which contains milk ingredients only), are produced in a plant that manufactures and handles products with peanuts, tree nuts, wheat, soy, milk and egg ingredients.
All Trail's End products are Kosher. Please verify the symbol on each package to verify the validating kosher organization.
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Motivate Your Scouts

Descriptions of Prizes Available at www.boyscouts-goc.com



WIN & WIN BIG

KELLER MARKETING
A Division of General Commercial Corp.
888-251-8888

Level 8 - Sell \$775

- 22 - High Speed Remote Control Race Track
- 23 - LEGO Super Heroes Kryptonite Interception
- 24 - Waterproof Tent - 68"x60"x48"
- 25 - Grab Bag G



Level 7 - Sell \$575

- 18 - LEGO Technic - Getaway Racer
- 19 - HEXBUG Fire Ant
- 20 - Ultra Mini "Phusic" Bluetooth w/ Selfie Remote
- 21 - Grab Bag F



Level 6 - Sell \$375

- 14 - Zing Zeon Bow
- 15 - HEXBUG Aquabot 2.0
- 16 - Large Brass & Rosewood Knife w/ Case and BSA® Branding
- 17 - Grab Bag E



Level 5 - Sell \$275

- 10 - Dart Zone Raptor Mini Bow w/ 4 Darts
- 11 - Rosewood Handle Knife w/ Clip & BSA® Branding
- 12 - Switchblade Boomerang
- 13 - Grab Bag D



Level 4 - Sell \$175

- 7 - First Aid Kit
- 8 - Small Brass & Rosewood Handle Knife w/ BSA® Branding
- 9 - Zing Helix Spinner



Level 3 - Sell \$125

- 4 - Glow in the Dark Flashlight
- 5 - Cinch Backpack w/ BSA® Branding
- 6 - Frisbee w/ LED Lights & BSA® Branding



Level 2 - Sell \$75

- 1 - Lock Blade Knife
- 2 - 3" Carabiner w/ Strap & BSA® Branding
- 3 - Compass-Thermometer-Whistle



Level 1 - Patch Collection

- 0.1 - Sell One Item - Receive the Lunar Participation Patch
- 0.2 - Make One Sale Online - Receive the Satellite Patch
- 0.3 - Sell a Total of \$750 (Face-to-Face and Online) - Receive the Saturn Patch
- 0.4 - Make One Military Sale - Receive the Galaxy Patch
- 0.5 - Sell One of each Item on the Take Order Form - Receive the Space Shuttle Patch
- 0.6 - Sell at least \$1,000 - Receive the Top Seller Pin



Level 14 - Sell \$4,500

- 46 - Playmobil Royal Lion Knights Castle
- 47 - Lionel New York Central RS-3 Freight Set
- 48 - HEXBUG Vex IQ Robotic
- 49 - \$200 Walmart Gift Card



Level 13 - Sell \$3,500

- 42 - Camera GO!!! GT Contest Slot Car Track
- 43 - LEGO Star Wars Millennium Falcon
- 44 - Sevylor Kayak
- 45 - \$165 Walmart Gift Card



Level 12 - Sell \$2,750

- 38 - Camera PROFI Remote Control Truck
- 39 - Eureka Tetragon 3 Tent
- 40 - LEGO Star Wars Imperial Assault Carrier
- 41 - \$125 Walmart Gift Card



Level 11 - Sell \$2,000

- 34 - LEGO City Air Show
- 35 - Eagle Claw Freshwater Spinning Package
- 36 - Case® Jr. Scout Knife
- 37 - \$90 Walmart Gift Card



Level 10 - Sell \$1,650

- 30 - LEGO Star Wars Resistance Troop Transporter
- 31 - Swiss Army "Scout" Backpack
- 32 - My Robot Time - Sensing
- 33 - \$75 Walmart Gift Card



Level 9 - Sell \$1,100

- 26 - Buck® Bones Pocket Knife
- 27 - Playmobil Red Serpent Pirate Ship
- 28 - Lighted Gyro Drone Quadcopter
- 29 - \$40 Walmart Gift Card



NARRAGANSETT COUNCIL

Council ID: 648NC www.narragansettbsa.org



Popcorn Sale Important Dates

- August 15th - Sale Start
- October 15th - Sell \$750 by Oct. 15 and get invited to a party at Launch Trampoline Park
- November 1st - Order due to your Leader (Date varies by Unit)
- November 19th - Popcorn Delivery

BONUS PRIZES

- Fill-a-Sheet and select the Slikbot Studio Pro or 7 Function Survival Tool
- Sell \$750 by Oct. 15 and get invited to a party at Launch Trampoline Park on 10/23
- Sell \$1,500 and get invited to a party at RockSpot Indoor Climbing Gym on 1/8
- Sell \$3,000 and get to pick a prize from the PRIZE VAULT! (Choose from: i-Pad Mini, PlayStation 4, Xbox or Free Week of Camp)



How to Select Your Prizes

- Sell any item and receive the Popcorn Sale Patch.
- Sell \$75 or more and receive a Popcorn Sale Patch AND any Level 2 Prize.
- Sell \$125 or more and receive a Popcorn Sale Patch AND a prize from the level you achieve, or select a combination of prizes from lower levels, as long as the total prize value does not exceed the Level Achieved.
- Parent's permission and a Whittling Chip or Toin' Chip is required to select a knife as your prize.

Example: Sales of \$575 choose one prize from Level 7 ...OR... TWO prizes from Level 5 ...OR... ONE prize from Level 6, ONE prize from Level 4, and ONE prize from Level 3; etc.

Prizes are subject to substitution after consultation with Council and will be of equal or greater value.

Council Scout incentives

	<p>Fill-a-Sheet and Earn a StikBot Studio Pro (Cub Scouts) or Survivaltool (Boy Scouts)</p>
	<p>Sell \$750 by Oct. 15 and get invited to a party at Launch Trampoline Park on 10/23</p>
	<p>Sell \$1,500 and get invited to a party at RockSpot Indoor Climbing Gym on 1/8</p>
	<p>Sell \$3,000 and get to pick a prize from the PRIZE VAULT!</p> <p>Choose from: I-Pad Mini, Play Station 4, XBox or Free Week at Yawgoog or Cachalot</p>
	<p>Top 10 Sellers Get 2 tickets to a Special Providence Bruins Scout Game and get recognized on the Bruins bench before the game</p>

What are the best Unit incentives?

- Scouting programs that they were able to plan out
- Gift cards; Movie theaters, iTunes, Game Stop, etc.
- Fishing poles and gear
- Camping equipment
- Video games
- Pizza party
- Ice Cream socials
- The Trail's End Scholarship program
- The all "new" Trail's End piece patch





2016 Piece Patch

Blast-Off To Success!



Galactic Piece Patch

- 6 piece patch to jump scout sales into hyperspace!
 1. Sell 1 item: **Participation Patch**
 2. Make an **Online** sale
 3. Be a member of the **Top Seller Club: \$750**
 4. Sell **1 of each** item
 5. Make a **military sale**
- Become a top flight top-seller...
 - Top selling scout in your unit or sell \$1000
- 6. Earn the **Top Seller** pin



Trail's End Technology

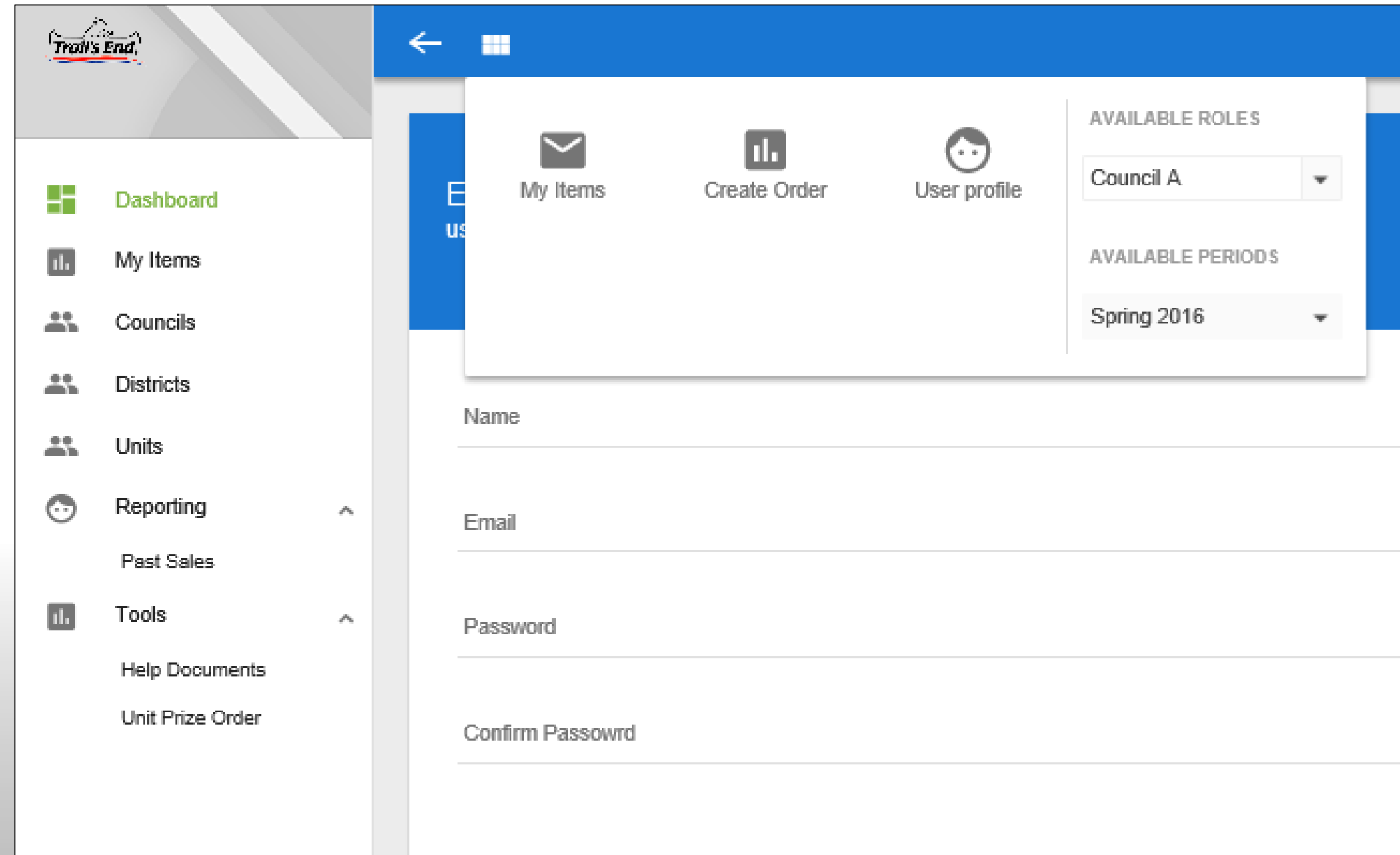
Enabling an Easier Fundraising Program



“New” Popcorn Selling System

Easier For Leaders

- Single Sign On with Online Selling System
- Inventory Management
- Mobile Enabled
- Less Paper Order Forms

A screenshot of the Trail's End mobile application interface. The app has a blue header bar with a back arrow and a hamburger menu icon. Below the header is a navigation menu with icons and text for "Dashboard", "My Items", "Councils", "Districts", "Units", "Reporting", "Past Sales", "Tools", "Help Documents", and "Unit Prize Order". A floating action menu is open, showing "My Items", "Create Order", and "User profile" options. To the right of this menu are two dropdown menus: "AVAILABLE ROLES" with "Council A" selected, and "AVAILABLE PERIODS" with "Spring 2016" selected. Below these are input fields for "Name", "Email", "Password", and "Confirm Password".

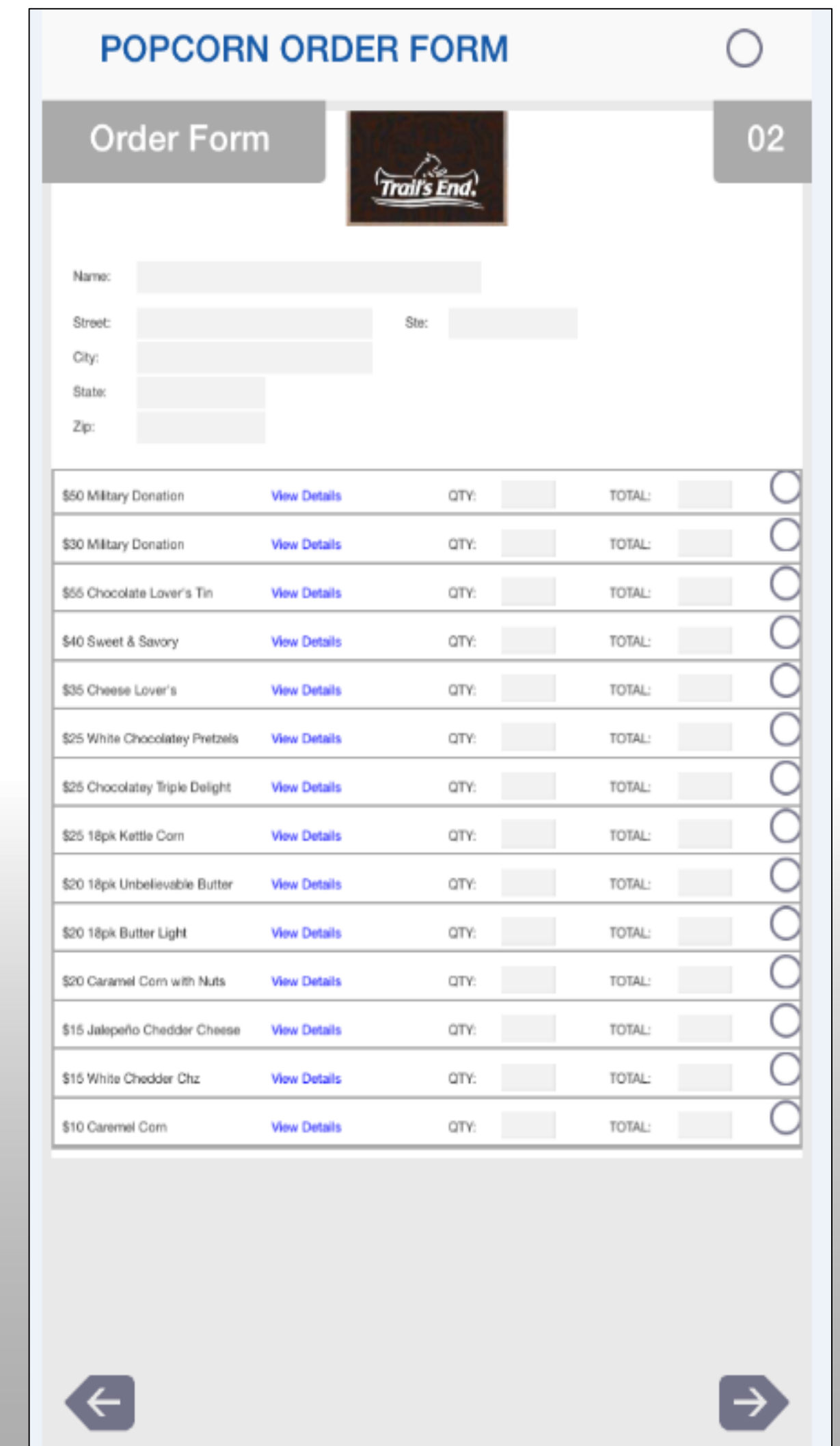
Digital Take Order App



**Council product list loaded onto personal devices,
with ability to take order and process payment.**

New Take Order App

- Mobile App Custom by Council
- Cascades to Units & their Scouts' Phones
- Take Orders & Payment in Real Time
 - PCI Compliant



Online Ordering Site



Personalized selling pages, where Scouts tell their story, select their favorite products, and can connect their account via social media.

Online Fundraising Today

- Personalized story and message
- Simple to setup without help
- Goal based & real time
- Digital and social components drive virality

The screenshot shows a GoFundMe page for a fundraiser titled "Help support Jon's Olympic Goals". The page features a main image of a young man in a red and white cycling jersey holding a medal. To the right of the image, the fundraising progress is shown as \$1,560 of a \$2,300 goal, with a progress bar and the text "Raised by 10 people in 32 months". Below this is a "Donate Now" button and a "SHARE ON FACEBOOK" button. The page also displays "98 SHARES" and social media sharing options. An update from the creator, Steve Mitchell, dated 31 months ago, is visible, along with a list of recent donations, including \$25 from Scott Graveline and \$50 from Matt Christensen.

go fund me Search Help Start a Fundraiser

SHARE TWEET DONATE

Help support Jon's Olympic Goals

ORANGE, CA SPORTS

\$1,560 of \$2,300

Raised by 10 people in 32 months

Donate Now

SHARE ON FACEBOOK

go fund me

98 SHARES

SHARE TWEET

Created June 28, 2013
Steve Mitchell

10 DONATIONS RECENT

\$25 Scott Graveline 31 months ago
Good luck!

\$50 Matt Christensen 31 months ago
Let's do this!

UPDATE #13 31 MONTHS AGO

Be the first to like this update

Hey Guys, I should've posted this not from Jon last week but the time got away from me. Here you go:

First off I want to thank everyone for their support, it really helped me and means a lot to me. I had an awesome week. I tried tons of new things which have already helped me and I can use them to help better myself in the future. I did really well against the few other guys in my category. Originally, I thought that there were going to be many people there, but it turned out that I was one of only eleven people invited. I met new people and they were very good competition and I believe that we all made each other better and I cannot wait for my next race. Thank you

Trails-End.com New Website



[Find a Scout](#) [Support Your Community](#) [Support Military](#)

[REGISTER](#)

[SIGN IN](#)

[About Us](#) [FAQs](#) [Success Stories](#)

Raise More Money to Fund Your Scouting Adventures!

It's easy, and open to all units. Raise money for your Pack, Troop, Crew, Post, or Ship.

[GET STARTED NOW!](#)



[Find a Scout](#)

[SEARCH NOW](#)



[Support Your Community](#)

[LEARN MORE](#)



[Support Military](#)

[LEARN MORE](#)



REGISTER

SIGN IN

What type of account would you like to register?

Scout/Parent

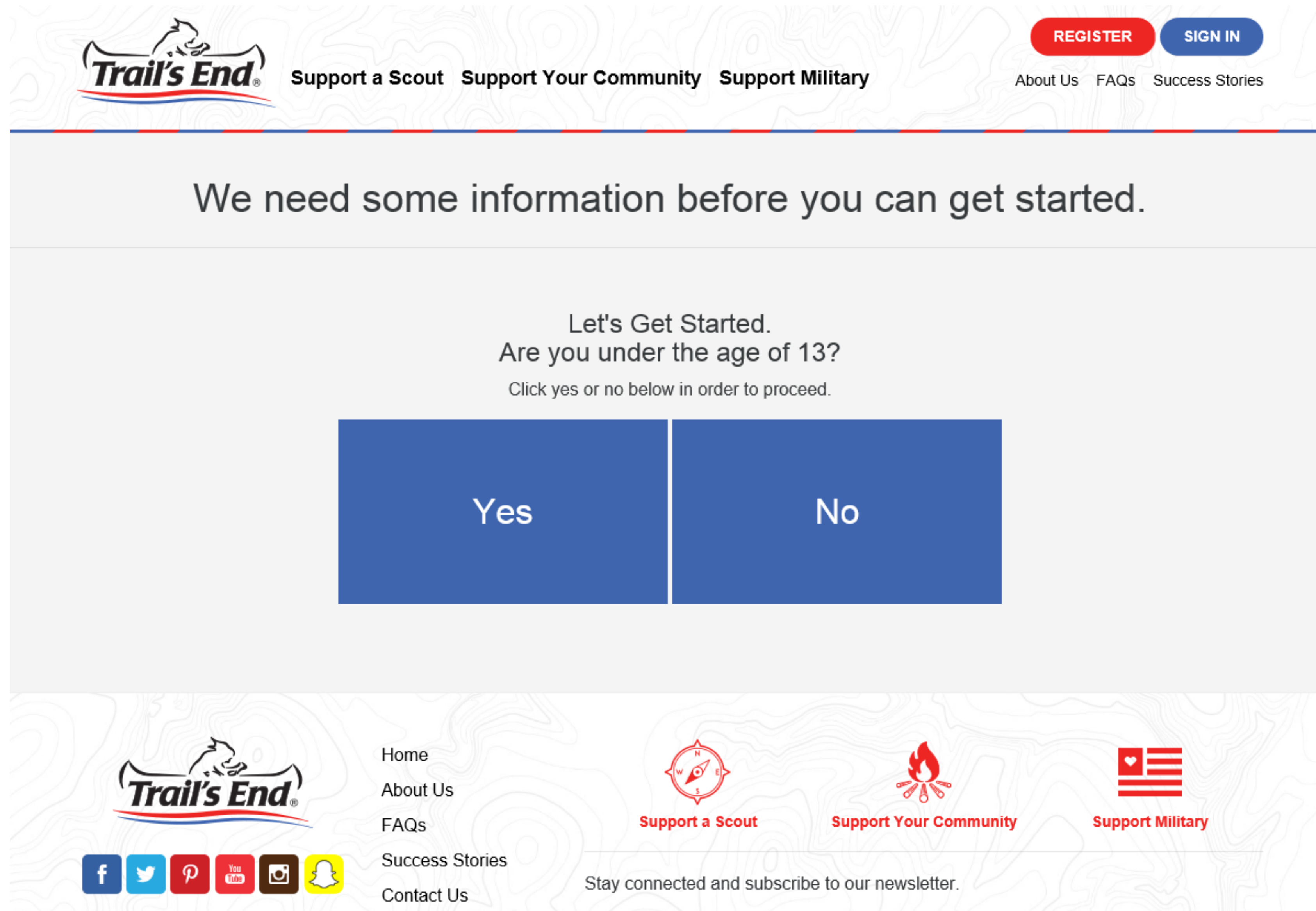
Unit Leader



Stay connected and subscribe to our newsletter.

Subscribe

Trails-End.com New Website



Trails-End.com New Website



Support a Scout

Support Your Community

Support Military

REGISTER

SIGN IN

[About Us](#)

[FAQs](#)

[Success Stories](#)

We need some information before you can get started.

RyanR

.....

.....|

CONTINUE

[Go Back](#)

If you are not over the age of 13 please
get your parent(s) or guardian to help.

Trails-End.com **New Website**



Support a Scout

Support Your Community

Support Military

REGISTER

SIGN IN

[About Us](#)

[FAQs](#)

[Success Stories](#)

You're almost done. Now let's find your unit.

Find your unit:

08723

Pack 38

GO

Trails-End.com **New Website**

You're almost done. Now let's find your unit.

Find your unit:

08723

Pack 38

GO



Pack 380

CHOOSE UNIT



Pack 385

CHOOSE UNIT



Pack 383

CHOOSE UNIT



Pack 38

CHOOSE UNIT

Trails-End.com New Website

The screenshot shows a user dashboard for Brandon Williams. At the top, the user's name and a Trail's End Scout Code (XVUG1OQH) are displayed. A notification banner encourages profile updates. The main dashboard area features a progress indicator for goals (0%) and a 'VIEW ORDERS' button showing 0 new orders. Below this, there is a 'Choose Your Favorite Product' section with a dropdown menu set to 'Milk Chocolate Pecan Clusters'. To the right, a section shows 4 photo and video files with 'SEE ALL' and 'UPLOAD NOW' buttons. The left sidebar contains navigation links for Dashboard, My Campaigns & Goals, Orders, and My Photos & Videos, along with social media icons and the Trail's End logo.

Brandon Williams Your Trail's End Scout Code XVUG1OQH

Notification: Welcome!
Update your profile, add a goal and share your page!

+ Add Goal + Add Photos & Videos

0%
of your goal

[VIEW CAMPAIGNS & GOALS](#) [ADD A CAMPAIGN & GOAL](#)

0
new orders

[VIEW ORDERS](#)

4
Photo & Video files

[SEE ALL](#) [UPLOAD NOW](#)


Choose Your Favorite Product
Milk Chocolate Pecan Clusters

Trail's End


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Privacy Policy

Trails-End.com Digital Marketing



 **Trail's End Popcorn**
Sponsored · 🌐 👍 Like Page


Register, create, & share your personalized Scout selling page today!




Raise more money in less time with less effort!

WWW.TRAILS-END.COM Sign Up

👍 Like 💬 Comment ➦ Share

 **Trail's End Popcorn** Sponsored




👍 Like 💬 Comment SIGN UP


Register, create, & share your personalized Scout selling page today!

Verizon 3:11 PM 97%

Search

 **Trail's End Popcorn**
Sponsored · 🌐 👍 Like

Register, create, & share your personalized Scout selling page today!



Raise more money in less time with less effort! Sign Up

www.trails-end.com

Brandon Williams

👍 Like 💬 Comment ➦ Share

Unique Products and Sizes



- All products will be unique and/or bigger sizes as compared to the traditional sale.
- All products priced at \$30 + \$7.50 shipping – Buy 3 Get Free Shipping.

- **6oz Simply Salted**
- **9oz White Cheddar**
- **20oz Caramel Corn with Sea Salt**
- **9.5oz Milk Chocolate Pecan Clusters**
- **22oz Caramel Corn with Almonds & Pecans**
- **12oz Medium Roast Ground Coffee**
- **12oz Dark Roast Ground Coffee**
- **12pk - Medium Roast Coffee - K-Cup (4.24oz)**
- **24pk Movie Theater Butter Microwave Popcorn**
- **Gold Level Military - \$60**
- **Platinum Level Military - \$80**

Trails-End.com Unique Products and Sizes



Benefits of Selling Online



Benefits of selling online this year vs. last year:

1. 50% back to the Scout
2. Personalized webpage with profile pic, description, favorite product, & Scouting photos/video
3. Real-time reporting in a dashboard
4. Easier to share a Scout's page via email and social media
5. TE digital marketing engagement:
 - Website notifications
 - Personalized emails
 - SMS
 - Social media contests

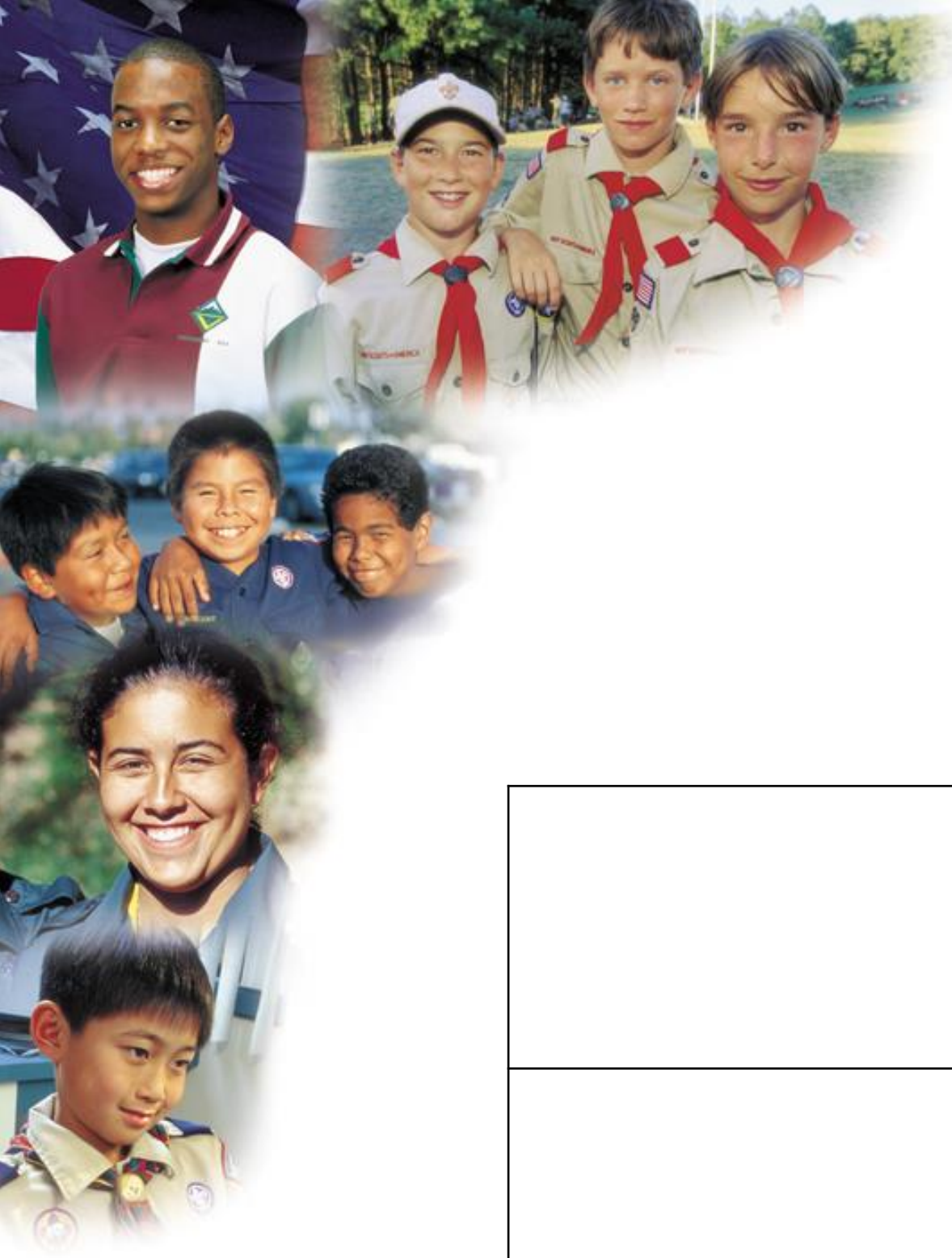
Scouts Are Selling Adventures

*Key analysis: Consumers can be reassured by efforts when we **better explain how to make a difference and what the donation will help the charity achieve.** One way to **make a connection with customers** is to have beneficiaries of the cause **tell their stories.** (Mintel Study)*





Unit Commissions



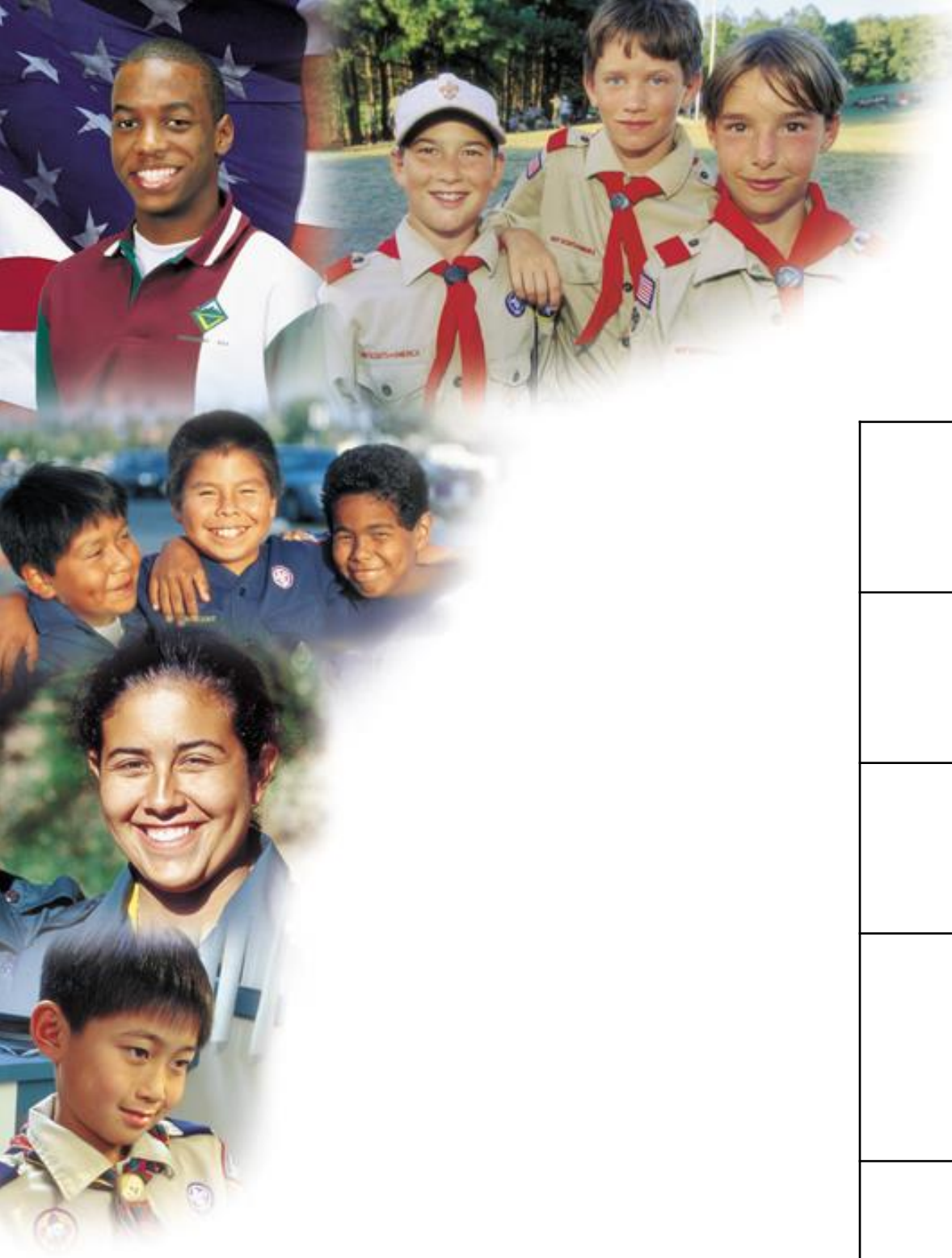
Commission Structure

Traditional Sale

Base Commission	35% - Taken off your final invoice
Bonus Commission	37% - For units that sell \$10,000 or more
Online Sales Commissions	50% - A check will be mailed directly to your unit



Key Dates



Key Dates



August 10	Popcorn Kickoff
August 28	Show & Sell Orders Due
September 17	Show & Sell Distribution
October 15	Deadline for \$750 Sellers Mid-sale Incentive
October 23	Mid-sale Rally at Launch Trampoline Park
November 5	Show & Sell Return & Take Orders Due
November 19	Final Product Delivery
December 10	Final Payments Due
January 8	\$1,500 Sellers Party at Rockspot Climbing



**Thank You and
Good Luck with Your Sale**